

# INFORMATION LETTER

## NATIONAL CANNERS ASSOCIATION

Not for  
Publication

For Members  
Only

No. 1619

Washington, D. C.

January 26, 1957

### N.C.A. Surveys Attendance at Convention Luncheon Sessions

The N.C.A. this week asked members to indicate their plans to attend the technical meetings which are to be held as part of the 1957 Convention, between 12 noon and 2 p.m., on Sunday, Monday, and Tuesday, February 17, 18, and 19.

Purpose of the survey is to determine an approximate number of persons who expect to be present for the luncheon, in order that arrangements for the meals may be made. The N.C.A. would like to know, therefore, how many from each firm expect to attend these technical meetings:

#### SUNDAY, FEBRUARY 17

Research Luncheon on Instrumentation in Processing, jointly sponsored by N.C.A. and C.M.&S.A., Astoria Room, Conrad Hilton

#### MONDAY, FEBRUARY 18

Research Luncheon on Instrumentation and Controls in Labeling and Casing, jointly sponsored by N.C.A.

### Food Editors Convention Conference to Hear Reports On New Developments in Various Phases of Canning

The Annual Food Editors Conference, inaugurated last year under the N.C.A. Consumer and Trade Relations Program, will constitute the final session of the 50th Anniversary Convention, and will be held Tuesday afternoon in The Tower Room of the Conrad Hilton Hotel.

and C.M.&S.A., Astoria Room, Conrad Hilton

Raw Products Luncheon on Results of Precision Planter Tests, Room 1, Conrad Hilton

#### TUESDAY, FEBRUARY 19

Research Luncheon on Color Measurement of Tomato Juice, Room 4, Conrad Hilton

Fishery Products Luncheon, Room 4, Conrad Hilton

Tickets for each of these technical sessions will be \$3.50 each. They will be available beginning Saturday, February 16, at the N.C.A. Information Booth in the third floor elevator lobby or at the N.C.A. general Convention office in Room 12 on the fourth floor.

Invitations have been extended to newspaper and magazine food editors, television and radio women, and business home economists in the Chicago area. Also invited are food editors of national magazines from other areas. Some 100 guests from these fields will have lunch with members of the Consumer and Trade Relations and Consumer Service Committees as well as with the N.C.A. Board of Directors.

The editors will be greeted by Executive Secretary Carlos Campbell, who will make appropriate remarks dealing with the 50th Anniversary of N.C.A., and there will be a brief entertainment skit by performers from the Jack Morton organization depicting highlight events of the last 50 years.

At approximately 1:30 o'clock the meeting will go into a program, to which all canners and others are invited, with Katherine R. Smith, Director of the N.C.A. Consumer Service Division, as chairman, and the following speakers and subjects will be featured:

"Some Basic Concepts in Nutrition" by Dr. Conrad A. Elvehjem, University of Wisconsin. Dr. Elvehjem is an outstanding nutritionist whose discoveries in the B complex vitamins, the place of amino acids in nutrition and numerous achievements in the field of biochemistry and nutrition have won him outstanding scientific awards. His convention paper is expected to set at rest many of the misconceptions about the nutritive values of processed foods that are presently being widely circulated.

"What's New in Horticulture" by Morton Adams, Chairman, N.C.A. Raw Products Technical Advisory Committee. Mr. Adams is endowed with a wealth of experience in both the growing and processing of canning crops. His career also embraces several years' experience as a New York

### USDA Issues First Report on Household Food Consumption

The first report in a nationwide survey of household food consumption has been issued by the USDA. It measures to what extent families in varying income brackets favor various types of food, how much of each food they consume at home, and how much they spend for each type of food.

The survey was made by USDA in 1955 in approximately 6,000 households in urban, rural nonfarm, and farm areas, representing all income classes. The first report furnishes information on patterns of household consumption and money value on a nationwide basis for about 200 food items.

Subsequent reports, USDA said, are to cover specific geographic regions.

USDA reported that the survey shows new food products have gained a place in households but have not

caught up with the more conventional items.

About one-fifth of all households in the country reported having used frozen concentrated orange juice at least once during a week in the spring of 1955, when the survey was made. But nearly one-half used fresh oranges during the week, and one-fifth used canned citrus juice.

Flour mixes, such as pancake, cake, hot bread and other kinds, were used by 4 of 10 families at least once during the week. USDA said this could mean some return of baking to the home, although nearly all families used store or bakery bread and 8 of 10 reported use of other kinds of purchased baked goods.

Other popular convenience foods used from purchased sources were ice cream, by 57 percent of the families; ground beef, by 58 percent; lunch

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County Agricultural Agent. His activity in efforts to coordinate public and private research to the needs of the canning industry is outstanding.

"News in Product Development" by E. A. Meyer, Chairman, N.C.A. Consumer Service Committee. Mr. Meyer's career as both canner and government administrator is well-known to this industry. In his important post as assistant administrator of PMA during most of the war, and administrator of the Research and Marketing Act of 1946, he gave outstanding service. This background, coupled with a practical canner experience, makes him eminently qualified to treat this important subject.

"The Canner's Interest in Serving the Consumer" by R. C. Cosgrove, N.C.A. Consumer and Trade Relations Committee. In Mr. Cosgrove's work with N.C.A. Committees and his own firm, he has had opportunity to become fully acquainted with the operations and techniques of his audience of food editors. His address will deal with the many ways in which canners can better service these important purveyors of food information.

"How Canned Foods Are Promoted" by Nelson H. Budd, Assistant Secretary and Director of Information of N.C.A. Mr. Budd will review briefly the manner in which canned foods are promoted by the five categories: individual manufacturers, the N.C.A., the state and regional canning associations, the specific commodity groups, and the suppliers, with relative expenditures of each.

"Consumer Preferences" by W. R. Simmons, president, W. R. Simmons and Associates Research, Inc. Mr. Simmons, well known for the development of modern consumer survey techniques, will report on findings gleaned from a current U. S. Fish and Wildlife Service survey he is conducting. This will measure consumer preferences and usages of canned seafoods.

The new N.C.A. film, "The Three Squares," will next be shown.

A. Edward Brown, Vice President of N.C.A., will close the program and present the food editors a memento commemorating the 50th anniversary.

### President Appoints Fred Heinz

The President on January 17 appointed Fred C. Heinz, vice president of the H. J. Heinz Co. and 1952 President of the N.C.A., as a member of the Water Pollution Control Advisory Board of the U. S. Public Health Service.

### Household Food Consumption

(Continued from page 21)

meat, by 55 percent; and jellies and jams, by 45 percent.

Low-income families were reported less likely to be users of convenience products, although users were found in all groups.

Division of the household food dollar among the various commodity groups is reported about the same as it was before the new convenience foods became available. Half of the household food money is spent for meat, poultry, fish, milk products, and eggs; one-fifth for fruits and vegetables; and the remainder for cereals, bakery products, fats, beverages, and miscellaneous foods.

The initial report on the survey is entitled *Food Consumption of Households in the United States* (Household Food Consumption Survey 1955, Report No. 1). Single copies may be obtained from the Office of Information, U. S. Department of Agriculture, Washington 25, D. C.

In the following table are data on nationwide consumption of canned fruits and canned vegetables (except baby foods) in a week, April-June, 1955, as reported by USDA:

	Canned Fruits			Canned Vegetables		
	Percent- age of house- holds using using (percent)	Quantity per house- hold (pounds)	Money value per house- hold (dollars)	Percent- age of house- holds using using (percent)	Quantity per house- hold (pounds)	Money value per house- hold (dollars)
All households.....	52.7	1.38	.30	73.7	2.50	.45
One-person households.....	38.2	.65	.14	55.4	1.04	.20
Households of 2 or more persons.....	54.0	1.44	.31	75.3	2.63	.47
Under \$2,000.....	32.5	.73	.15	50.0	1.81	.30
Under \$1,000.....	26.0	.63	.11	51.4	1.55	.26
\$1,000-\$2,000.....	36.6	.86	.18	63.9	1.97	.33
\$2,000-\$2,999.....	45.4	1.12	.24	75.1	2.62	.45
\$3,000-\$3,999.....	52.6	1.34	.29	77.9	2.96	.51
\$4,000-\$4,999.....	59.8	1.63	.35	79.3	2.76	.50
\$5,000-\$5,999.....	64.0	1.80	.38	83.7	3.14	.57
\$6,000-\$7,999.....	65.1	2.03	.43	81.6	2.92	.55
\$8,000-\$9,999.....	70.5	1.94	.42	79.1	2.84	.54
\$10,000 and over.....	72.6	2.17	.48	70.7	2.40	.52
Not classified.....	52.8	1.25	.27	74.2	2.32	.41

### Stocks of Canned Foods on Jan. 1 and Season Shipments

Reports on canners' stocks and shipments of canned apples, applesauce, RSP cherries, asparagus, and corn have been issued by the N.C.A. Divi-

sion of Statistics, and detailed reports covering the Jan. 1 stock and shipment situation have been mailed to all canners packing these products.

	Carry- over month	Case basis	Canners' Stocks, Season Shipments			
			Total Supply 1955	Jan. 1 1956	to Jan. 1 1956	1957
Apples.....					(thousands of cases)	
Apples.....	Aug.	6/10	4,142	4,113	2,651	2,471
Apples.....	Aug.	actual	14,179	15,339	8,734	9,785
RSP cherries.....	July	actual	5,027	3,103	2,266	1,464
Asparagus.....	March	actual	7,730	8,048	2,987	2,834
Corn.....	Aug.	actual	34,550	44,390	20,501	26,670

### FDA Schedules Hearing on Use of Honey in Prune Juice

Notice is given in the *Federal Register* of January 18 that the Food and Drug Administration has scheduled a hearing for the purpose of receiving evidence on a proposal to permit the use of honey as an optional ingredient in canned prune juice.

The standard of identity for canned prune juice is to be effective next August 17 except as to the addition of honey. Text of the standard was published in the INFORMATION LETTER of July 21, 1956, page 262.

Following is the text of the notice of the hearing to be held with regard to honey as an optional ingredient, as published in the *Federal Register* of January 18:

#### DEPARTMENT OF HEALTH, EDUCATION, AND WELFARE

Food and Drug Administration  
[21 CFR Part 27]  
(Docket No. FDC-68)

#### CANNED PRUNE JUICE, A WATER EXTRACT OF DRIED PRUNES

##### NOTICE OF HEARING

In the matter of amending the definition and standard of identity for canned prune juice, a water extract of dried prunes:

A notice of proposed rule making was published in the *Federal Register* of October 28, 1955 (20 F.R. 8125) setting forth a proposed definition and standard of identity for canned prune juice. An order acting on such proposal and establishing a definition and standard of identity for canned prune juice, a water extract of dried prunes, to become effective 6 months from date of publication, was published in the *Federal Register* of February 17, 1956 (21 F.R. 1094).

Within 30 days of the date of publication of this order objections thereto were filed under the Federal Food, Drug, and Cosmetic Act (sec. 401 (b) (2), 52 Stat. 1046, 68 Stat. 54; 21 U.S.C. 341 (b) (2)) by W. F. Straub and Company, Chicago, Illinois, a firm which cans and distributes canned prune juice containing approximately 2 percent of added honey.

By a notice published in the *Federal Register* of July 14, 1956 (21 F.R. 5288), the definition and standard of identity for canned prune juice was stayed insofar as it affected canned prune juice that in all respects complies with the regulations except for containing not more than 2 percent of honey.

Now, therefore, pursuant to the authority vested in the Secretary of Health, Education, and Welfare by

the Federal Food, Drug, and Cosmetic Act (secs. 401, 701, 52 Stat. 1046, 1055 as amended, 70 Stat. 919; 21 U.S.C. 341, 371) and delegated to the Commissioner of Food and Drugs by the Secretary (20 F.R. 9196; 21 F.R. 6581), notice is hereby given that a public hearing will be held for the purpose of receiving evidence relevant and material to the objection of W. F. Straub and Company to the definition and standard of identity for canned prune juice, a water extract of dried prunes, based on its failure to include honey as an optional ingredient.

The hearing will begin at 10 o'clock in the morning of March 12, 1957, in Room G-755, Health, Education, and Welfare Building, 230 Independence Avenue S. W., Washington 25, D. C. All persons interested are invited to attend this hearing and present evidence. The hearing will be conducted in accordance with the rules of practice therefor.

Mr. Leonard D. Hardy is hereby designated as presiding officer to conduct the hearing, with full authority to administer oaths and affirmations and do all other things appropriate to the conduct of the hearing. The presiding officer is required to certify the entire record of the proceedings to the Commissioner of Food and Drugs for action on the proposal.

Dated: January 14, 1957.

[SEAL] JOHN L. HARVEY,  
Deputy Commissioner of  
Food and Drugs.

[F. R. Doc. 57-379; Filed Jan. 17, 1957; 8:46 a.m.]

#### Canned Sweet Cherry Grades

The Agricultural Marketing Service of USDA has amended U. S. standards for grades of canned sweet cherries.

The amendments change slightly the interpretations for certain defects. The categories of slightly damaged, damaged, seriously damaged cherries are redefined, and a change in tolerance from 3 to 4 percent seriously damaged cherries is made in U. S. Grade B (Choice).

Text of the amendment was published in the *Federal Register* of January 25. The amendment will become effective in 30 days.

#### British Token Import Plan

The British Token Import Plan has been extended through 1957 on the same basis as for 1956, it is announced by the Bureau of Foreign Commerce, U. S. Department of Commerce.

As in 1956, an eligible individual certified firm will be permitted to

make shipments under the plan in 1957 in an amount not exceeding 30 percent of its average annual exports of specified commodities to the United Kingdom in the base years 1936, 1937, and 1938.

#### Forthcoming Meetings

Jan. 28-29—Tri-State Packers Association, Fieldmen's School, Rutgers University, New Brunswick, N. J.

Jan. 28-29—Ohio Canners Association and Ohio Agricultural Experiment Station, Annual Conference for Canners, Fieldmen and Growers, DeShler-Hilton Hotel, Columbus

Jan. 28-30—Northwest Canners and Freezers Association, First Annual Convention, Multnomah Hotel, Portland, Ore.

Jan. 28-30—Canadian Food Processors Association, 10th Annual Convention, Seigniory Club, Montebello, P. Q.

Jan. 30-31—Minnesota Canners and Freezers Association, 10th Annual Canners and Fieldmen's Short Course, Kahler Hotel, Rochester

Jan. 30-Feb. 1—Pennsylvania Canners Association, 12th Annual Fieldmen's Conference, Pennsylvania State University, University Park

Feb. 4-5—Canners League of California, 3d Annual Conference for Processors' Fieldmen, Davis

Feb. 4-6—Michigan Canners and Freezers Association, Canners School, Michigan State University, East Lansing

Feb. 5-7—Tri-State Packers Association, Food Processors Workshop, University of Maryland, College Park

Feb. 12-13—New York State Canners and Freezers Association, Canners School, Agricultural Experiment Station, Geneva

Feb. 16-19—NATIONAL CANNERS ASSOCIATION, 50th Annual Convention, together with C.M.A.S.A. and N.F.B.A., Chicago

Feb. 26-27—Iowa-Nebraska Canners Association, Canners Conference, Iowa State College, Ames

March 1-2—Virginia Canners Association, 49th Annual Meeting, Hotel Roanoke, Roanoke

March 6-7—Ozark Canners Association, 49th Annual Convention, Colonial Hotel, Springfield Mo.

March 14-15—Tri-State Packers Association, Spring Meeting, Philadelphia

March 17-20—National-American Wholesale Grocers Association, 51st Annual Convention, Hotel Sherman, Chicago

March 20-21—Wisconsin Canners Association, Spring Meeting, Madison

March 22-23—Utah Canners Association, 45th Annual Convention, Hotel Utah, Salt Lake City

March 24-27—Pacific Fisheries Technologists, Eighth Annual Meeting, Chinook Hotel, Yakima, Wash.

March 25-26—Canners League of California, 83d Annual Meeting, Santa Barbara Biltmore, Santa Barbara

March 28-29—Southwest Canners Association, Annual Meeting, Dallas, Texas

March 29-30—Northwest Canners and Freezers Association, Annual Meeting, Gearhart, Ore.

April 18-19—National Pickle Packers Association, Annual Meeting, Drake Hotel, Chicago

May 10-11—Pennsylvania Canners Association, Sales Clinic, Bedford Springs Hotel, Bedford Springs

May 19-22—U. S. Wholesale Grocers Association, Annual Convention and Exposition, Hotel Roosevelt, New Orleans

June 2-3—Michigan Canners and Freezers Association, Spring Meeting, Park Plaza Hotel, Traverse City

## This Week Features N.C.A. Home Economist

Molly Eaton, editorial home economist of the N.C.A. Consumer Service Division, was featured by Clementine Paddleford, food editor, in her weekly article, "How America Eats," in the January 20 *This Week* magazine. The article was entitled "Buffet For Thirty."

Heading the article was a black and white photograph showing Molly and her husband, Paul, arranging the buffet table for their housewarming, and another picture showed Molly preparing part of the food.

Miss Paddleford began, "Invitation: 'Come to our party.' Molly and Paul Eaton are giving a housewarming, 30 friends invited for cocktails and buffet supper." It was given on a mid-November evening in their new home in Rockville, Md. The author gave an interesting description of the house and added, "Molly is a graduate home economist, Penn State her school. (She) is working with the National Canners Association. Note her efficiency with the can opener in planning this menu."

The menu included "Cranberry Apple-Ade Punch," using bottled cranberry juice cocktail and apple juice; "Glazed Ham," using canned ham and pineapple juice; "Party Tuna Balls," using canned tuna and consomme; and "Vienna Cheese Roll," using canned Vienna sausage.

## N.C.A. Movie Is Shown

The colored film "The Three Squares" produced as a project under the current N.C.A. Consumer and Trade Relations program, has had several recent showings.

Under the auspices of Newlin B. Watson, R. S. Watson & Son, the film was shown to the Bridgeton Rotary Club before an audience of 90 on January 17. Paul Ritter of The P. J. Ritter Company gave an address on canning preceding the showing.

T. H. Richards, Sr., Bereut-Richards Packing Co., arranged for numerous showings in the Sacramento City Unified School District. He reported that 14 showings were held in senior high schools before 185 students, and nine showings in elementary schools to 125 students.

Jesse M. Huffington, Continental Can Company agriculturist, reports that the film also was shown recently at a Farmer-Lions Club meeting at Bridgeville, Del.

## Household

"Baked Beans—Better 'n Ever!" is an article featuring canned beans in the February issue of *Household* magazine.

Mariam McKee, editorial assistant, says, "Here is a variety of quick-to-fix baked bean recipes. You'll find the old favorites as well as some new flavor combinations." Miss McKee gives six recipes, four using canned pork and beans and two using canned dried lima beans. Red kidney beans are included in one of the recipes along with the limas. Other canned foods used are tomatoes, ripe olives, mushrooms, pineapple, chili sauce, and tomato juice.

## Canned Fruits Featured In West Coast Syndicate

A special newspaper editorial service keyed to Pacific Coast consumers is supplied in syndicated releases by Zola Vincent and Associates. Her release, entitled "Feeding The Family," for the week of January 7 featured canned fruits and was supplied 37 West Coast daily newspapers.

Mrs. Vincent entitled this issue "Now Is Time to Stock Up on Plentiful Canned Pears, Peaches, Plums, Pineapple, Grapefruit." It was illustrated with a black and white photograph of fruit salad. The author said:

"January is a time of inventory-taking in grocery stores and warehouses; a time for moving canned foods stocks to make way for the new year's bounty which will be coming along surprisingly soon. Best buys include pears, peaches, pineapple, plums, grapefruit.

"A well-stocked canned foods shelf is typically American, gives the entire family a feeling of well-being. It represents a way of life where food is abundant both in quantity and quality. Everybody knows that fruits and vegetables used for canning are especially grown for that purpose, picked at point of perfection, sealed in cans and cooked in briefest possible time after harvesting.

"Every west coaster knows, too, that much of these fine foods are grown in our own gardens and orchards, that they are important in our state's economy. This week we talk about canned fruits. Next week, we'll talk about fancy-ing up canned vegetables.

"Read the label. All canned food labels tell the name and 'style' of the product, the net weight or volume of the contents, the name of the canner or distributor. Most of them give helpful suggestions for use.

Mrs. Vincent gave recipes and suggestions for using canned pears, cling peaches, purple plums, pineapple, and grapefruit.

In the "best buys" suggestions were included the above canned fruits and applesauce, cranberry sauce and citrus juices. Under "canned vegetable buys," she stated:

"Corn, both cream style and whole kernel, is particularly abundant with supplies at an all-time high and prices extremely favorable. Try it in corn chowder, fritters, puddings, in main dishes of all kinds as well as simply seasoned with butter, salt and pepper. Blue Lake canned green beans, west coast grown, are in bountiful supply. Dress them up with canned pimento strips and sour cream for something extra special. Record supplies of canned soups, beets, sauerkraut, tomatoes, green lima beans and spinach, too."

The daily newspapers using the editorial feature by Zola Vincent include 34 in California, 2 in Oregon and 1 in Washington. The combined circulation of the newspapers is over 900,000.

## New England Homestead

Home editor Elsie C. Hawkins features the article "Take A Can of Corn" in the January 12 issue of *New England Homestead*, a popular farm magazine. The article begins:

"Open a can of corn and in five minutes you can heat it to add an uniquely American vegetable to your menu, or use it to start on your way to anything from a soup to a souffle. It means a lot to be able to have quality corn any time you want it. It (corn) is of course first and foremost an excellent vegetable in its own right. But it also does much for casseroles and stews, it turns readily into pancakes and fritters, chowders and puddings. Take corn from the can and all these interesting dishes are yours, any day of the year, with the least possible amount of work and trouble. So make use of this indispensable American staple to brighten your meals during the cold months ahead and to enjoy a harvest festival all through the winter."

Five recipes are given, in which either canned whole kernel or cream style corn is used. In addition to corn, canned kidney beans, tomatoes, and pimientos are also used. Corn pancakes with maple syrup and bacon are shown attractively served in an accompanying black and white photograph.

## Summary Report Issued on Nuclear Tests of Foods

A summary of results on the exposure of foods to nuclear explosions in Operation Cue has been written and issued by Dr. Edwin P. Laug, the Food and Drug Administration representative who directed the food program. Dr. Laug's report is preliminary to detailed reports covering each of the food projects. One, entitled *Project 32.2—Effects of Nuclear Explosions on Canned Foods* (WT-1212), will be available in the near future and will be the basis for a popularized presentation of results.

In his summary Dr. Laug describes the scope of the food tests, the test conditions, and comparative results in terms of the suitability of the foods for subsequent use. Copies, identified as *Operation Teapot—Program 32, Exposure of Foods and Foodstuffs to Nuclear Explosions (A Summary of Results)* (WT-1222), are available from the Office of Technical Services, Department of Commerce, Washington 25, D. C., at a price of 20 cents.

The following is quoted from Dr. Laug's report:

"The following pertinent facts may be noted: The most significant finding was that all foods and their containers became more or less radioactive when exposed within  $\frac{1}{4}$  mile of GZ. At distances greater than this little or no radioactivity was noted. If 2 days are allowed to elapse for residual activity to decline sufficiently to make personnel access possible, then consumption of exposed foods from such an area within the first week would be justified, but only under disaster conditions. Consumption of radioactive foods for longer periods (2 to 3 weeks) should proceed with caution, particularly if availability of other foods makes a choice possible. All foods that can be recovered physically intact at distances of 1 mile or more can be consumed immediately, except, of course, for the possible risks of spoilage and mechanical contamination not necessarily peculiar to atomic disasters."

"No significant toxic by-products were formed in any of the exposed foods. There were little or no vitamin losses. Chemical changes were minor, and so also were flavor and texture changes."

"Strictly speaking, the findings presented in this report are applicable only to the size of nuclear device detonated at Nevada for the open shot. The question naturally arises as to whether any of the above information would prove useful in evaluating the effects produced by a super device of the thermonuclear series."

"Generally, it can be estimated that the findings do apply qualitatively,

provided the scale of distances used in this test are multiplied by an appropriate factor. Thus it is possible that the critical area in a thermonuclear explosion may be 3 to 5 miles or more in diameter but that on the fringe of this area comparable exposure conditions as here noted might apply."

## Family Test of Grandma's Pantry Depicted on Radio

The prominence of canned foods in Grandma's Pantry, the emergency food supply that the Federal Civil Defense Administration recommends to the public in preparedness for possible atomic attack, was stressed in a recent radio interview on Martin Weldon's "This is New York" program, over Station WCBS, New York City.

Grandma's Pantry was a special project in the nuclear tests of canned foods at the Nevada test site of the Atomic Energy Commission in May, 1955. The N.C.A. Test Team, on that occasion, prepared exposures of the samples made up for the FCDA, and the Information Division has issued press releases and radio scripts on the project.

In the WCBS radio program a Stuyvesant Town married couple and their two children, who had lived for a full week on the Grandma Pantry recommended list of foods, related their experiences. As explained by Mr. Weldon to the radio audience: "It was a highly spirited effort on their part to show us all how we could get along on these foods, which consist essentially of canned and preserved foods."

The couple reported they had enjoyed several excellent dinners during the week of test. "One was a very good main course of chow mein. We relied on things like canned salmon, and tuna fish, and spaghetti and meat balls. For other meals we tried a few combination ideas—a jar of baby egg yolk, some milk and some baby fruit in what we called a fruit milk shake. Another day, some canned potatoes with a little salad oil and browned, a few cans of hamburger and some canned peas—a delicious meal for dinner."

The family reported maintenance of normal weight during the time they confined themselves to the packaged, chiefly canned, foods, of the Grandma's Pantry menu.

The New York Civil Defense Commission picked up the story of the family's experience and rebroadcast it to 60 stations throughout New York State.

## Cookbook for Brides

A new cookbook entitled *To the Bride* has just been issued and is now in distribution.

Canned foods recommendations are liberally used throughout the text and one page presents a complete guide to common can sizes. Among the authors of the new textbook are Mary Barber, food editor, and Dorothy Hurst, who acts as editor-in-chief. The publisher is Walter Bothof, and the book sells for \$4.95 at bookstores.

Distribution is unique in that the book is being distributed exclusively as a gift to new brides from department store marriage counselors. Distribution is made exclusively by one department store in each city.

## Canned Corn To Be Featured On Canco's Network News

American Can Company, new sponsor of the NBC-TV News Show, has announced that its first program on January 28 will feature a film promoting the use of canned corn. The initial program will tie in with the food industry's nationwide sales campaign on canned sweet corn, "Case O'Canned Corn Week," January 28-February 2.

American Can Company representatives were among the group of industry information men who met November 21 with information men from the USDA to plan special government and industry promotions of canned corn, as reported in the INFORMATION LETTER of November 24, 1956.

Canco's film will detail the preparation of a tasty new "Creole Corn Casserole" dish, created by nutrition experts in the company's home economics kitchen. Cans of cream style or whole kernel corn, spaghetti sauce, Vienna sausage, and grated cheese are all that are required for its easy, 25-minute preparation.

Time on the program also will be devoted to describing containers for fruits and vegetables, milk, and automotive products.

Rated one of the outstanding programs of its type, NBC-TV News is seen and heard on 89 stations, coast to coast, and covers a potential audience of more than 35 million homes. It features veteran commentators Chet Huntley and David Brinkley.

The program emanates from the NBC studios in New York and Washington at 7:45 to 8 p.m. EST and is sponsored by Canco every other Monday evening. Following is a list of the cities and stations where the NBC-TV News is broadcast:

Atlanta, Ga., WSB-TV; Austin, Tex., KTBC-TV; Baltimore, Md., WBAL-TV; Beth, Easton-Allentown, Pa., WLEV-TV; Binghamton, N. Y., WNBF-TV; Birmingham, Ala., WABT; Boston, Mass., WBZ-TV; Buffalo, N. Y., WBUF-TV;

Chattanooga, Tenn., WRGP-TV; Chicago, Ill., WNBQ; Cincinnati, Ohio, WLW-T; Cleveland, Ohio, KYW-TV; Columbus, Ohio, WLW-C; Dallas, Tex., WFAA-TV; Davenport, Iowa, WOC-TV; Dayton, Ohio, WLW-D; Denver, Colo., KOA-TV; Des Moines, Iowa, WHO-TV; Detroit, Mich., WWJ-TV; Duluth, Minn.-Superior, Wis., WDSM-TV;

Erie, Pa., WICU; Evansville, Ind., WFIE-TV; Fort Wayne, Ind., WKJG-TV; Fresno, Calif., KMJ-TV; Grand Rapids, Mich., WOOD-TV; Greenville, S. C., WFBC-TV; Hartford-New Britain, Conn., WKNB-TV; Houston, Tex., KPRC-TV; Huntington, W. Va., WSAZ-TV; Indianapolis, Ind., WFMB-TV;

Jackson, Miss., WLBT; Jacksonville, Fla., WJHP-TV; Johnstown, Pa., WJAC-TV; Kansas City, Mo., WDAB-TV; Knoxville, Tenn., WATE-TV; Lancaster, Pa., WGAL-TV; Lansing, Mich., WJIM-TV; Little Rock, Ark., KARK-TV; Los Angeles, Calif., KRCA; Louisville, Ky., WAVE-TV;

Marinette, Wis., WMBV-TV; Memphis, Tenn., WMCT; Miami, Fla., WCKT; Milwaukee, Wis., WTMJ-TV; Nashville, Tenn., WSM-TV; New Orleans, La., WDSU-TV; New York, N. Y., WRCA-TV; Norfolk, Va., WVEC-TV; Oklahoma City, Okla., WKY-TV; Omaha, Nebr., KMTV;

Palm Beach, Fla., WJNO-TV; Peoria, Ill., WEEK-TV; Philadelphia, Pa., WRCV-TV; Phoenix-Mesa, Ariz., KVAF; Pittsburgh, Pa., WENS; Portland, Me., WCHS-TV; Portland, Ore., KPTV; Providence, R. I., WJAR-TV; Richmond-Petersburg, Va., WXX-TV; Roanoke, Va., WSLS-TV; Rochester, N. Y., WHAM-TV; Rockford, Ill., WTVL;

St. Louis, Mo., KSD-TV; St. Paul-Minneapolis, Minn., KSTP-TV; Sacramento, Calif., KCRA-TV; Salt Lake City, Utah, KTVT; San Antonio, Tex., WOAI-TV; San Diego, Calif., KFSD-TV; San Francisco, Calif., KRON-TV; Savannah, Ga., WSA-TV; Schenectady, N. Y., WRGB-TV; Seattle, Wash., KOMO-TV; Shreveport, La., KTBS-TV; Sioux Falls, S. D., KELO-TV; South Bend, Ind., WNDU-TV; Spokane, Wash., KHQ-TV; Springfield, Mass., WWLP-TV; Syracuse, N. Y., WSYR-TV;

Tampa, Fla., WFLA-TV; Temple-Waco, Tex., KCEN-TV; Tulsa, Okla., KVOO-TV; Utica, N. Y., WKT-TV; Washington, D. C., WRC-TV; Waterloo-Cedar Rapids, Iowa, KWNL-TV; Wheeling, W. Va., WTRF-TV; Wichita, Kans., KARD-TV; Wilkes-Barre, Pa., WBRE-TV; Winston-Salem, N. C., WSJS-TV; Youngstown, Ohio, WFMJ-TV.

## Case O'Canned Corn Week Is Supported by Promotions

Industry and government efforts on canned corn promotion were concentrated this week in "Case O'Canned Corn Week," which the USDA had formally proclaimed for January 23-February 2.

This is the first of the two peak periods of promotion activity which USDA had projected following a government-industry meeting in November. The second peak promotion period is to be designated later.

A number of corn promotions, several originating with the N.C.A., came to public attention this week.

### N.C.A. PROMOTIONS

The N.C.A. and Evaporated Milk Association joined in issuing a special "Corn Chowder" kit for telecasters. The January kit, released by Dudley-Anderson-Yutzy, was prepared cooperatively by the Consumer Service Departments of the two associations, and was sent to telecasters throughout the country.

Included in the TV kit were a can of corn, a can of evaporated milk, and a decorative sauceman to be used in the demonstration. A photograph of corn chowder, the recipe, lists of needed supplies and equipment with preparation tips for demonstration were supplied. Also in the kit were fact sheets on both canned corn and evaporated milk.

The N.C.A. Consumer Service Division also furnished 250 copies of its "Case O'Canned Corn" recipes for whole kernel and cream style corn for use with New York City cooking classes, under the direction of Mrs. Frances Foley Gannon, Director, Consumers' Service and Research Bureau, Department of Markets, New York.

The monthly column of shorts and fillers entitled "Extra Helpings" prepared by Dudley-Anderson-Yutzy included an item promoting whole kernel and cream style corn in its January mailing to 433 newspapers with a combined circulation of 24,600,000.

### USDA PROMOTION

"Case O'Canned Corn Week" was brought to national attention by the USDA through mention during the Farm and Home Hour on NBC's Monitor network, Saturday, January 19.

The USDA television service last week mailed a set of visuals and script to some 125 TV stations throughout the country. The material stated,

among other things, that "canned corn is a natural for winter eating, rich in flavor, convenient, thrifty. Use lots of it."

### OTHER PROMOTIONS

Many other special promotions of canned corn have been reported this week.

The Governor of Illinois has proclaimed January 23 through February 2 as "Case O'Canned Week" and has urged its observance throughout the state. This was brought about through the efforts of Don Jones and the Illinois Canners Association.

Marvin Verhulst of the Wisconsin Canners Association, reporting on a January 16 corn promotion luncheon in Milwaukee, stated that some 75 distributors, brokers, canners, and press radio and TV representatives were in attendance. Distributors reported that canned corn would continue to receive special emphasis in store displays, both during "Case O'Canned Corn Week" and later. Store display material, featuring both canners and distributors brands, were shown. Brief reviews of the current promotional activity were given by home economists of the Wisconsin State Department of Agriculture and the Home Economics Extension Service of the University of Wisconsin, by representatives of USDA, and by Harold H. Jaeger of the Can Manufacturers Institute.

Armour & Company included canned corn in its monthly "Marie Gifford's Kitchen Service Bulletin" for January. One of the main courses in the menu-photo-recipe release is "chicken in the corn."

The Marshall Canning Div. of Consolidated Food Processors, Inc., also has released a bulletin on canned corn, as has Guy Pollock, the secretary of the Iowa-Nebraska Canners Association.

The Poultry and Egg National Board has featured canned corn with its products in several national releases to newspapers and on TV.

### OTHER RADIO-TV PUBLICITY

Canned corn has been given prominent mention over radio broadcasts in various cities. Such publicity has been broadcast over the "Let's Go Shopping" program on WHA-TV in Madison, Wis.; Breta Griem's program "What's New in the Kitchen" on WTMJ-TV, Milwaukee, Wis.; by Mrs. Frances Foley Gannon over WNYC, New York City; on the "McCanns at Home" over WOR, Newark; on "Listen to Nutrition" on WNYC, New York City, and on Herb Plan-

beck's farm program, WHO-TV, Des Moines, Iowa.

Plans for a major television promotion by the American Can Company are detailed in a special story on page 25.

#### NEWSPAPER CLIPPINGS

In addition to newspapers already reported, the following newspapers have carried articles on canned corn, as evidenced by clippings received by N.C.A. this week:

*Washington (D. C.) Post and Times-Herald*, Los Angeles Times, St. Petersburg (Fla.) Times, Washington Evening Star, Detroit Free Press, Sudbury (Canada) Daily Star, Toronto Star, Atlanta Journal, Pittsburgh Sun-Telegraph, Rochester (N. Y.) Democrat & Chronicle, Scranton (Pa.) Times, Hartford (Conn.) Times, Des Moines (Iowa) Register, and Dallas Morning News.

#### MAGAZINES

A number of consumer magazines have carried special articles about corn in their January editions. These are reported in detail elsewhere in the INFORMATION LETTER.

### USDA Increases PAC Act Fees

An increase in Perishable Agricultural Commodities Act license fees was announced January 18 by the USDA.

Beginning February 1, the annual fee will be \$25 for a new license or a license due for renewal on or after that date, \$30 for a license reinstated within 30 days after its termination, and \$2 each for copies of licenses. The fees have been \$15, \$20, and \$1, respectively.

Reasons given by USDA for the increases in fees include a substantial increase in administrative costs during the past six years, resulting from an increase in the number and complexity of complaints filed under the Act, and additional personnel needed to handle complaints more expeditiously, and added program costs of salaries and other expenses.

The PAC Act is a federal statute administered by the Fruit and Vegetable Division of USDA's Agricultural Marketing Service. It requires licensing of fruit and vegetable dealers and assists in settlement of complaints and disputes of shippers and receivers. It seeks, also, to prevent misbranding or misrepresenting of produce to the industry's detriment. Approximately 27,000 licenses are in effect, USDA said.

### Changes in Farms, Land Use Shown in Census Report

Significant changes in farms and in the utilization of land resources in the United States are depicted in graphs, maps and statistical tables in a report presenting final results of the 1954 Census of Agriculture and comparative data for earlier censuses, published by the Bureau of the Census, U. S. Department of Commerce. The report is a preprint of Chapter I, Volume II, 1954 Census of Agriculture.

The 4,782,416 farms recorded in the 1954 Census was the lowest number reported since 1890, when there were 4,564,641. However, in the same period the total land in farms has nearly doubled, from 623,218,619 acres in 1890 to 1,158,191,511 acres in 1954. In 1850, when the first count of farms was made, there were 1,449,073 farms, or one farm for each 16 persons living in the United States. By 1890, the number of farms had increased to over 4 million, and with the settlement of new lands the increase continued to 1910, when the number was more than 6½ million, or one farm for each 14.5 persons. Between 1910 and 1920 the number of farms increased by only 1.4 percent, and since 1920 the trend has been downward except for a brief increase during the depression years when the 1935 Census recorded an alltime high of 6.8 million farms. In 1954 the number of farms relative to the total population was only about one-half that of 1920—one farm per 33.8 persons in 1954 as compared with one farm per 16.4 persons in 1920.

Consolidation of smaller farms into larger operating units, favored by farm mechanization, has been an important factor contributing to the large net decrease in the number of farms since 1920. In 1920 the average farm was 148 acres in size with 54 acres of cropland harvested. By 1954, the average size of farm had increased to 242 acres with 70 acres of cropland harvested. From 1950 to 1954, the average size of farm increased by 27 acres and for each 5-year intercensal period from 1935 to 1950 by about 20 acres, or a total gain of 87 acres, or 56 percent, in the average size of farm in 20 years.

Although the trend in total number of farms generally has been down in the past 35 years, there have been some increases because of the development of new lands and shifts in some areas to more intensive types of farming, with many of the increases in the

West associated with development of irrigation projects. In the 17 Western states, there were 279,893 irrigated farms in 1954, or 30.1 percent more than the 215,152 irrigated farms reported in the 1920 Census. The clearing and draining of land continued to be a factor in scattered areas, particularly in parts of the South.

Although the largest decreases in the number of farms from 1950 to 1954 were in the South, with one-third million fewer farms, or a loss of one-eighth of the farms in the South between 1950 and 1954, Florida was the only state in the nation where there was no decrease in the number of farms. Increases in Florida (from 56,921 farms in 1950 to 57,543 in 1954) were confined largely to citrus counties and were accompanied by substantial increases in the numbers of citrus trees.

The largest percentage losses in number of farms were in New England, where there were one-fifth fewer farms in 1954 than in 1950.

The total acreage in farms of 1,158,191,511 acres in 1954 (60.8 percent of the approximate land area) is a negligible change from the 1,158,565,852 acres (60.9 percent of the land area) in 1950. Decreases in land in farms between 1950 and 1954 occurred in all states east of the Mississippi River, except Florida. Other states showing decreases were Minnesota, Iowa, Arkansas, and Oklahoma. These decreases, amounting to approximately 16 million acres, were offset by increases in the western part of the country and in Florida. For all states east of the Mississippi River, Florida excluded, there has been a net loss of 56 million acres of land in farms since the turn of the century.

Land in farms in the western half of the United States has shown rather consistent increases at each Census. Since about 1920, however, most of the increases in land in farms is represented by increased acreages of land pastured with nearly corresponding decreases in grazing lands not in farms, with only a small part of the increases represented by new lands used for agriculture. Many of the grazing lands in the West comprise public domain grazed under permit, and these grazing-permit lands are excluded from land in farms. Increasing acreages of the public lands, however, are leased for grazing and such leased lands are included as land in farms.

## Business Activity Increases In Fourth Quarter of 1956

Continuing advances in income have featured the business picture in recent months, the Commerce Department's Office of Business Economics reports in the January issue of its monthly magazine *Survey of Current Business*. Disposable personal income in the fourth quarter of 1956 was about 5½ percent above a year ago, according to OBE's review of business trends.

Higher income has been the principal factor in the new buying records set in consumer markets not only for the fourth quarter but for 1956 as a whole. Holiday purchases lifted November-December sales of retail stores to the high point of the year, 4 percent above the corresponding period of 1955. Increases in the volume of trade have been less than the dollar advances, since prices have also been higher in recent months.

After allowing for the usual seasonal movements that have influenced recent employment trends, nonfarm employment toward year-end remained rather steady at a high level—more than one million above the end of 1955.

### MANUFACTURERS' SALES AND ORDERS

Manufacturers' new orders and sales were reported up to a new high in November, after allowing for seasonal influences, and order backloggs were higher. In the durable goods industries, unfilled orders were nearly one-fifth above a year earlier.

The recent improvement in manufacturers' sales came after a five-month period of relative stability interrupted only by a brief decline during the July period of work stoppages. At the November level, dollar sales of manufacturers were over 5 percent above November, 1955, with both hard and soft goods producers sharing about equally in the year-to-year gain. Principal exceptions to the generally upward movement in sales were the automotive group and the lumber and furniture industry.

The value of inventories held by manufacturers has been rising fairly steadily over the past year, except during the strike-affected summer months. Part of the rising book value of inventories in 1956 has been due to the higher prices at which needed stocks have been replaced, but additions to physical stocks have been called for by output requirements, particularly in the primary metals, machinery, and transportation equipment industries. Over the past year

the value of inventories on the books of manufacturers has risen by about 12 percent, with about one-third of this rise being accounted for by higher prices, the *Survey* review shows.

Manufacturers accounted for the major share of inventory accumulation in 1956. Wholesalers' inventories moved moderately higher in 1956, but holdings at retail stores were down fractionally from the start of the year level. OBE concludes that generally speaking, at the current rate of sales, stocks held in production and distribution channels do not appear to be on the heavy side; there appears to have been no general tendency toward speculative accumulation, and increases have been influenced largely by revaluations stemming from higher replacement prices and by requirements to fill pipelines.

### RECORD RETAIL SALES

A sharp burst in activity in retail markets in the closing phase of the holiday period kept December sales of retail stores about equal to the November high on a seasonally adjusted basis, and brought the total for 1956 to \$191 billion, a new record and 3 percent above 1955.

The year-end review points out that while the expanded flow of income in 1956 provided firm base for the high rate of consumer and business spending, credit was used liberally to establish the purchasing records set last year.

Consumer debt expansion was not so rapid this past year as in 1955. Net mortgage borrowing was slowed by somewhat lower residential building activity and tightness in the mortgage money markets, while short-term consumer credit rose at a slackened pace chiefly in response to lower auto sales.

On the other hand, businesses stepped up their rate of borrowing from lending institutions and the capital markets, and cited as an illustration is the fact that business loans at city banks rose by \$4.7 billion in 1956, as compared with a rise of \$4.3 billion in 1955.

The *Survey of Current Business* is available from field offices of the Department of Commerce or from the Government Printing Office, Washington 25, D. C., at an annual subscription price of \$4.00, including weekly supplements; single copy, 30 cents.

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